

ORDER



Orders	Order / Rev:	<u>105218</u>	Primary AE:	<u>Amy McCreary</u>
	Alt Order #:	<u>06839269</u>	Sales Office:	<u>BLPHI</u>
	Product Desc:	<u>RNC-ROMNEY</u>	Sales Region:	<u>National</u>
	Estimate:	<u>313</u>		
	Flight Dates:	<u>08/08/12 - 08/14/12</u>		
	Original Date / Rev:	<u>08/06/12 / 08/07/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>American Rambler Productions</u>	Billing Type:	<u>Cash</u>
	Buying Contact:		Billing Calendar:	<u>Broadcast</u>
	Billing Contact:		Billing Cycle:	<u>EOM/EOC</u>
		<u>138 Conant St.</u>	Agency Commission:	<u>15%</u>
		<u>Beverly, MA 02494</u>		
Advertiser	Name:	<u>RNC/ Romney for President</u>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:15:00</u>
	Product Codes:	<u>PLC03</u>	Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>	Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/14/12	103	\$114,300.00	\$97,155.00		August 2012	103	\$114,300.00	\$97,155.00	0.00
					Totals		103	\$114,300.00	\$97,155.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$114,300.00
Market	100%	\$346,363.64

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,909.09
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$69,272.73
KTUD	0%	\$0.00
KVVU	15%	\$51,954.55
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,927.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime	CM	7pm-12am	-- WTF --	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- WTF --		1	\$6,000.00			0.00					

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Advertiser: RNC/ Romney for President
Product Desc: RNC-ROMNEY
Estimate: 313

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 2	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 3	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 4	KSNV	08/13/12	08/14/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 5	KSNV	08/13/12	08/14/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 6	KSNV	08/08/12	08/10/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 7	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd HCM M-F Today Show II	9-10a		MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 8	KSNV	08/08/12	08/10/12	Olympics Daytime Week6CM Olympics Daytime Weekdays	9am-4pm		--WTF--	:30	9	\$1,200.00	3	0.00	NM	9	\$10,800.00
OLY DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 9	KSNV	08/13/12	08/14/12	M-F Today Show III 4th HCM Today 4th Hour	10am-11am		MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 10	KSNV	08/13/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 11	KSNV	08/13/12	08/14/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 12	KSNV	08/13/12	08/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12															
E 13	KSNV	08/13/12	08/14/12		CM	2pm-3pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors											
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		2			\$325.00						
E 14	KSNV	08/13/12	08/14/12	Dr. Phil	CM	3-4p			MT-----	:30	2	\$450.00	1	0.00 NM	2 \$900.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		2			\$450.00						
E 15	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	2	\$600.00	2	0.00 NM	2 \$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		2			\$600.00						
E 16	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	:30	3	\$700.00	1	0.00 NM	3 \$2,100.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		3			\$700.00						
E 17	KSNV	08/13/12	08/14/12	M-F Early News	CM	5-630p			MT-----	:30	4	\$1,000.00	1	0.00 NM	4 \$4,000.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		4			\$1,000.00						
E 18	KSNV	08/08/12	08/10/12	M-F Early News	CM	5-630p			--WTF--	:30	6	\$1,000.00	1	0.00 NM	6 \$6,000.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00						
E 19	KSNV	08/08/12	08/10/12	M-F Jeopardy	CM	630-7pm			--WTF--	:30	6	\$1,000.00	1	0.00 NM	6 \$6,000.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00						
E 20	KSNV	08/13/12	08/14/12	M-F Jeopardy	CM	630-7pm			MT-----	:30	4	\$1,000.00	1	0.00 NM	4 \$4,000.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		4			\$1,000.00						
E 21	KSNV	08/13/12	08/14/12	M-F Wheel	CM	7-730pm			MT-----	:30	2	\$1,100.00	1	0.00 NM	2 \$2,200.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/13/12	08/19/12	MT-----		2			\$1,100.00						
E 22	KSNV	08/08/12	08/10/12	M-F Wheel	CM	7-730pm			--WTF--	:30	3	\$1,000.00	1	0.00 NM	3 \$3,000.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/06/12	08/12/12	--WTF--		3			\$1,000.00						
E 23	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM			--WTF--	:30	3	\$750.00	2	0.00 NM	3 \$2,250.00
				News 3 Olympic Zone											
				OLY ZONE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/06/12	08/12/12	--WTF--		3			\$750.00						
E 24	KSNV	08/08/12	08/10/12	Olympics Late News 3	CM	11pm-12:35am			--WTF--	:30	6	\$1,000.00	2	0.00 NM	6 \$6,000.00
				Late News during Olympics											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 08/06/12	08/12/12	--WTF--		6			\$1,000.00						
E 25	KSNV	08/11/12	08/11/12		CM	4am-6pm			--S-	:30	4	\$1,700.00	3	0.00 NM	4 \$6,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weekday															
Olympics Daytime WEEKEND															
OLY DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		4	\$1,700.00			0.00					
E 26	KSNV	08/11/12	08/11/12	Vegas Inc.	CM	6:30-8pm				-----S-	:30	1	\$750.00	1	0.00 NM
Vegas Inc.															
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1	\$750.00			0.00					
E 27	KSNV	08/11/12	08/11/12	Olympics Primetime	CM	7pm-12am				-----S-	:30	2	\$6,000.00	3	0.00 NM
Olympics Primetime															
PRIME OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		2	\$6,000.00			0.00					
E 28	KSNV	08/11/12	08/11/12	Olympics Late News 3	CM	11pm-12:35am				-----S-	:30	2	\$1,000.00	2	0.00 NM
Late News during Olympics															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		2	\$1,000.00			0.00					
E 29	KSNV	08/12/12	08/12/12	Olympics Daytime Weekday	CM	4am-6pm				-----S	:30	4	\$1,700.00	3	0.00 NM
Olympics Daytime WEEKEND															
OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		4	\$1,700.00			0.00					
E 30	KSNV	08/12/12	08/12/12	SUN. 6PM NEWS OLYMPICS	CM	Sun. 6p-7p				-----S	:30	2	\$1,000.00	1	0.00 NM
SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		2	\$1,000.00			0.00					
E 31	KSNV	08/12/12	08/12/12	Olympics Late News 3	CM	11pm-12:35am				-----S	:30	2	\$1,000.00	2	0.00 NM
Late News during Olympics															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		2	\$1,000.00			0.00					
Totals															103 \$114,300.00